



# **Erasmus+ Programme (ERASMUS)**

## **Call for a prize — Rules of Contest**

#BeActive Awards

ERASMUS-SPORT-2024-BE-ACTIVE-AWARDS

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## EUROPEAN EDUCATION AND CULTURE EXECUTIVE AGENCY (EACEA)

EACEA.A Erasmus+, EU Solidarity Corps  
**EACEA.A.3 – Erasmus Mundus, Sport**

### Call for a prize – Rules of Contest

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## 0. Introduction

This is a call (contest)<sup>1</sup> for an EU **prize** in the field of Sport under the **Erasmus+ Programme**.

The regulatory framework for this EU Funding Programme is set out in:

- Regulation 2018/1046 ([EU Financial Regulation](#))
- the basic act (Erasmus+ Regulation [2021/817](#)<sup>2</sup>)

The call is launched in accordance with the Erasmus+ 2024 Work Programme<sup>3</sup> and will be managed by the **European Education and Culture Executive Agency (EACEA)** ('Agency').

The call covers the following **topics**:

- ERASMUS-SPORT-2024-BE-ACTIVE-AWARDS-EDU - #BeActive - Education Award
- ERASMUS-SPORT-2024-BE-ACTIVE-AWARDS-WORKPLACE - #BeActive - Workplace Award
- ERASMUS-SPORT-2024-BE-ACTIVE-AWARDS-HERO - #BeActive - Local Hero Award
- ERASMUS-SPORT-2024-BE-ACTIVE-AWARDS-GEN - #BeActive - Across Generations Award

We invite you to read the **call documentation** on the Funding & Tenders Portal Topic page carefully, and in particular these Rules of Contest and the [EU Funding & Tenders Portal Online Manual](#).

These documents provide clarifications and answers to questions you may have when preparing your application:

- the [Call Document](#) (Rules of Contest) outlines the:
  - background, objectives, scope, activities that can be funded and the expected results (sections 1 and 2)
  - available budget and timetable (sections 3 and 4)
  - admissibility, eligibility and criteria for exclusion (sections 5, 6 and 7)
  - evaluation and award procedure (section 8)
  - award criteria (section 9)
  - other conditions (section 10)
  - how to submit an application (section 11)
- the [Online Manual](#) outlines the procedures to register and submit applications online via the EU Funding & Tenders Portal ('Portal').

You are also encouraged to visit the [#BeActive Awards | Sport \(europa.eu\)](#) to consult the list of prizes funded previously.

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<sup>1</sup> For ease of reference and consistency on the Funding & Tenders Portal, the terms 'call', 'project' and 'participant' are used as equivalent to 'contest', 'application' or 'contestants/applicants'.

<sup>2</sup> Regulation (EU) 2021/817 of the European Parliament and of the Council of 20 May 2021 establishing Erasmus+: the Union Programme for education and training, youth and sport (OJ L 189, 28.5.2021, p. 1).

<sup>3</sup> Commission Implementing Decision C(2023)6157 of 18 September 2023 concerning the adoption of the work programme for 2024 and the financing decision for the implementation of the Erasmus+ Programme.

## 1. Background

The #BeActive Awards prize competition was created as a central element of the annual European Week of Sport. It aims at supporting projects and individuals that have successfully promoted sport and physical activity across Europe. The competition contributes to the promotion of the European Week of Sport, while showcasing best-practice projects, and introducing inspiring individuals, to a Pan-European audience.

Since 2015 the #BeActive Awards recognise and celebrate outstanding initiatives and commitments at all levels, in particular local, to promote participation in sport and physical activity and encourage people to be active.

## 2. Objectives – Themes and priorities – Activities– Expected results

### Objectives

The #BeActive Awards 2024 (hereafter referred to as the 'Awards') aim to reward and give visibility to projects and initiatives that have successfully promoted sport and physical activity across Europe. It contributes to the HealthyLifeStyle4All initiative and to the promotion of sustainable and green sport.

Depending on the prize, projects can focus on educational establishments and workplaces, as well as individuals in local communities. They can also support and promote ties across generations through the practice of sport and physical activity.

Besides rewarding specific organisations, the award of prizes will also give visibility and support the dissemination of innovative ideas, initiatives and best practices throughout Europe.

### Expected results

The awards will feature the following four categories:

- **#BeActive Education Award**

This award aims to demonstrate how education can encourage kids to be active outside the typical sport/physical activity taking place in their normal school day. This may include additional activities, scheduling days outside of class that focus on sport, after-school activities and other creative solutions that build an active education environment.

- **#BeActive Workplace Award**

This award celebrates exemplary activities in the workplace that encourage employees to be more active. This may include all sort of initiatives taking place during the work time, at lunchtime or before/after work, promoting an active working environment.

- **#BeActive Local Hero Award**

This award honours individual achievement in motivating others to be active. The award recognises individuals who have worked consistently to promote participation in sport and/or physical activity in their local community or environment.

- **#BeActive Across Generations Award**

This award aims to reward projects promoting **inter-generational sport**, noting that everyone can benefit from activities that improve health and well-being. This may include the promotion of activities adapted to all generations, awareness raising across all generations for healthy lifestyles, as well as easier access to sport & physical activities for all generations.

The winner and the finalists (ranked 2nd and 3rd) in each category will be awarded to inspire other organisations and individuals around Europe. They will all be announced and showcased at the award ceremony and will receive their prizes.

### 3. Available budget

The prize global budget is EUR 60 000 and each of the four categories will reward one winner with EUR 10 000 and two finalists (ranked 2<sup>nd</sup> and 3<sup>rd</sup>) with EUR 2 500 each.

### 4. Timetable and deadlines

Timetable and deadlines	
Call opening:	21 March 2024
<u>Deadline for submission:</u>	22 May 2024 – 17:00 CET (Brussels)
Evaluation:	June – September 2024
Information on evaluation results / award:	November 2024

### 5. Admissibility and documents

Applications must be submitted before the **call deadline** (see *timetable section 4*).

Applications must be submitted **electronically** via the Funding & Tenders Portal Electronic Submission System (accessible via the Topic page in the [Search Funding & Tenders](#) section). Paper submissions are NOT possible.

Applications (including annexes and supporting documents) must be submitted using the forms provided *inside* the Submission System (⚠ NOT the documents available on the Topic page — they are only for information).

Applications must be **complete** and contain all the requested information and all required annexes and supporting documents:

- Application Form Part A — contains administrative information about the applicant organisations (*to be filled in directly online*)
- Application Form Part B — contains the technical description of the application (*to be downloaded from the Portal Submission System, completed and then assembled and re-uploaded*)
- mandatory annexes and supporting documents (*to be uploaded*): none.

Your application must be **readable, accessible, printable**.

Applications are limited to maximum **20 pages** (Part B). Evaluators will not consider any additional pages.

You may be asked at a later stage for further documents (*for legal entity validation, bank account validation, ethics review, declaration of honour, etc*).



For more information about the submission process (including IT aspects), consult the [Online Manual](#).

## 6. Eligibility

### Eligible participants (eligible countries)

In order to be eligible, the applicants must:

- be legal entities (natural persons, public or private bodies, including international organisations <sup>4</sup>)
- be established in one of the eligible countries, i.e.:
  - EU Member States (including overseas countries and territories (OCTs))
  - non-EU countries:
    - listed EEA countries and countries associated to the Erasmus+ Programme ([associated countries](#)) or countries which are in ongoing negotiations for an association agreement and where the agreement enters into force before grant signature

For the purpose of the **#BeActive Local Hero Award**, only natural persons aged over 18 are eligible. The award may only be given to individuals (natural persons) to whom the prize is awarded. It does not necessarily have to be the applicant.

Applicants must register in the [Participant Register](#) — before the call deadline — and will have to be validated by the Central Validation Service (REA Validation). For the

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<sup>4</sup> For the legal definition, see Article 156 EU Financial Regulation [2018/1046](#).

validation, you will be requested to upload documents showing legal status and origin.

### *Specific cases*

Entities without legal personality — Entities which do not have legal personality under their national law may exceptionally participate, provided that their representatives have the capacity to undertake legal obligations on their behalf and offer guarantees for the protection of the EU financial interests equivalent to that offered by legal persons<sup>5</sup>.

Countries currently negotiating association agreements — Applicants from countries with ongoing negotiations (*see above*) may participate in the call and can receive a prize if the negotiations are concluded before the award.

EU restrictive measures — Special rules apply for certain entities (*e.g. entities subject to [EU restrictive measures](#) under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty on the Functioning of the EU (TFEU)*<sup>6</sup> and entities covered by Commission Guidelines No [2013/C 205/05](#)<sup>7</sup>). Such entities are not eligible to participate in any capacity.

 For more information, see [Rules for Legal Entity Validation, LEAR Appointment and Financial Capacity Assessment](#).

### *Eligible activities*

Eligible activities are the ones set out in section 2 above.

This competition concerns any organisation, public authority or individual (natural person) which has successfully implemented a sport project aimed at promoting sport and physical activity, in the EU Member States or third countries associated to the programme. The projects will not necessarily be transnational projects nor will necessarily be EU-supported.

Projects that are still in the development phase and have not yet been implemented are not eligible.

### *Geographic location (target countries)*

Applications must relate to activities in the eligible countries.

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<sup>5</sup> See Article 197(2)(c) EU Financial Regulation [2018/1046](#).

<sup>6</sup> Please note that the EU Official Journal contains the official list, and, in case of conflict, its content prevails over that of the [EU Sanctions Map](#).

<sup>7</sup> Commission guidelines No [2013/C 205/05](#) on the eligibility of Israeli entities and their activities in the territories occupied by Israel since June 1967 for grants, prizes and financial instruments funded by the EU from 2014 onwards (OJEU C 205 of 19.07.2013, pp. 9-11).



### *Ethics and values*

Projects must comply with:

- highest ethical standards
- other applicable EU, international and national law (including the General Data Protection Regulation [2016/679](#)).

## **7. Exclusion**

Applicants which are subject to an **EU exclusion decision** or in one of the following **exclusion situations** that bar them from receiving EU funding can NOT participate<sup>8</sup>:

- bankruptcy, winding up, affairs administered by the courts, arrangement with creditors, suspended business activities or other similar procedures (including procedures for persons with unlimited liability for the applicant's debts)
- in breach of social security or tax obligations (including if done by persons with unlimited liability for the applicant's debts)
- guilty of grave professional misconduct<sup>9</sup> (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the prize)
- committed fraud, corruption, links to a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the prize)
- shown significant deficiencies in complying with main obligations under an EU procurement contract, grant agreement, prize, expert contract, or similar (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the prize)
- guilty of irregularities within the meaning of Article 1(2) of Regulation No [2988/95](#) (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the prize)
- created under a different jurisdiction with the intent to circumvent fiscal, social or other legal obligations in the country of origin or created another entity with this purpose (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the prize).

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<sup>8</sup> See Articles 136 and 141 EU Financial Regulation [2018/1046](#).

<sup>9</sup> Professional misconduct includes: violation of ethical standards of the profession, wrongful conduct with impact on professional credibility, false declarations/misrepresentation of information, participation in a cartel or other agreement distorting competition, violation of IPR, attempting to influence decision-making processes or obtain confidential information from public authorities to gain advantage.

Applicants will also be refused if it turns out that<sup>10</sup>:

- during the award procedure they misrepresented information required as a condition for participating or failed to supply that information
- they were previously involved in the preparation of the call, and this entails a distortion of competition that cannot be remedied otherwise (conflict of interest).

## 8. Evaluation and award procedure

A **pre-selection** will take place in order to select the best 6 projects per category.

Applications will then be subject to an evaluation by a **Jury** composed by recognized experts in the field of sport and physical activity.

The pre-selection panel and jury usually will have a different composition, but jury members may participate in the pre-selection panel.

The pre-selection panel/jury will evaluate each application against the award criteria. For applications with the same score, the pre-selection panel/jury will determine a **priority order** according to the following approach: The score for the criterion No 1 will be given a weight of 2 and the score for criterion No 3 will be given a weight of 1.5. If two or more applications still tie for any rank or category, the prize will be equally divided and awarded to all applications with the same score.

On the basis of the evaluation by the jury (and after the mandatory checks: *ethics review, security scrutiny, legal entity validation, non-exclusion, double funding etc.*), the awarding authority will decide on the award of the prize.

A winner and two finalists (ranked 2<sup>nd</sup> and 3<sup>rd</sup>) will be awarded a BeActive Award under each category.

All applications will be informed about the evaluation result (**evaluation result letter**). Successful applications will be awarded the prize.

If you believe that the evaluation procedure was flawed, you can submit a **complaint** (following the deadlines and procedures set out in the evaluation result letter). Please note that notifications are deemed to have been accessed (and received) 10 days after sending and that deadlines will be counted from then (see also [Funding & Tenders Portal Terms and Conditions](#)).

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<sup>10</sup> See Article 141(1) EU Financial Regulation [2018/1046](#).

## 9. Award criteria

If admissible and eligible, the applications will be evaluated and ranked against the following **award criteria**:

- **award criterion 1: Relevance**

Depending on each category, to what extent the project:

- is aligned with the purpose of the prize for each individual category,
- successfully promotes sport and physical activity in the relevant environment, for instance schools, universities and educational establishments, enterprises, sport clubs, local communities, associations, etc,
- tackles some of the barriers that can prevent the target groups from being active, such as lack of time, lack of interest/motivation, disability/illness, cost or other,
- outreaches to citizens with limited access to sport activities,
- contributes to the fight against discrimination in sport.
- is relevant for the respect and promotion of shared EU values, such as respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, as well as fighting any sort of discrimination.<sup>11</sup>

- **award criterion 2: Quality**

Quality of the overall design of the sport project or initiative developed and of the methodology used to implement it, including its creative/innovative character. Quality of the activities implemented in the sport project developed.

- **award criterion 3: Impact**

Impact on its participants and their communities, from both a qualitative and a quantitative point of view, according to its budget and the size of the project. Benefits for the participants beyond the sport practice (for example, job placement activities, language learning, empowerment, etc.). The sustainability of the project over time and its replicability in another context of the EU. The communication actions, both online and offline, undertaken by the project.

Award criteria	Minimum pass score	Maximum score
Relevance	20	40
Quality	10	20
Impact	20	40
<b>Overall (pass) scores</b>	<b>60</b>	<b>100</b>

<sup>11</sup> See Article 2 of the Consolidated versions of the Treaty on European Union and the Treaty on the Functioning of the European Union [2012/C 326/01](#); Article 21 of the Charter of Fundamental Rights of the European Union [2012/C 326/02](#)

Maximum points: 100 points.  
Individual thresholds: 20/40 10/20 20/40 points.  
Overall threshold: 60 points.

Applications must pass both the individual thresholds AND the overall threshold. The prize will be awarded to the application with the best scores. Other applications will be rejected.

## 10. Other conditions

### Payment arrangements

The prize money will be paid to the prize winners and finalists (ranked 2nd and 3rd) after the award ceremony, provided all the requested documents have been submitted. In case of a group of winners, the payment will be made to the lead applicant.

### Communication – Dissemination – Visibility of funding

Prize winners and finalists (ranked 2<sup>nd</sup> and 3<sup>rd</sup>) must promote the prize and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Communication activities related to the prize (*including media interviews, press statements, presentations, etc., in electronic form, via traditional or social media, etc.*), must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Funded by the  
European Union



Co-funded by the  
European Union



Funded by the  
European Union



Co-funded by the  
European Union

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (*e.g., of winners or sponsors*), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of these obligations, the winners and finalists (ranked 2<sup>nd</sup> and 3<sup>rd</sup>) may use the emblem without first obtaining approval from the awarding authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

Any communication or dissemination activity related to the prize must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the awarding authority can be held responsible for them.”

### *IPR – Rights of use*

The awarding authority does not obtain ownership of the results produced in the context of the prize.

The awarding authority has the right to use non-sensitive information relating to the prize and materials and documents received from the winners and finalists (ranked 2<sup>nd</sup> and 3<sup>rd</sup>) (*such as pictures or audio-visual material, in paper or electronic form*) for information, communication, dissemination and publicity purposes.

Photos and videos taken by the awarding authority either in preparation of the award ceremony or during the award ceremony are the sole property of the awarding authority.

### *Checks, audits and investigations*

The awarding authority, the European Commission, the European Anti-Fraud Office (OLAF), the European Public Prosecutor’s Office (EPPO) and the European Court of Auditors (ECA) may carry out checks, audits and investigations in relation to the prize.<sup>12</sup>

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<sup>12</sup> For the powers of OLAF, EPPO and ECA, see Regulation (EU, Euratom) No 883/2013 of the European Parliament and of the Council of 11 September 2013 concerning investigations conducted by the European Anti-Fraud Office (OLAF) and repealing Regulation (EC) No 1073/1999 of the European Parliament and of the Council and Council Regulation (Euratom) No 1074/1999 (OJ L 248, 18/09/2013, p. 1), Council Regulation (Euratom, EC) No 2185/1996 of 11 November 1996 concerning on-the-spot checks and inspections carried out by the Commission in order to protect the European Communities' financial interests against fraud and other irregularities (OJ L 292, 15/11/1996, p. 2), Council Regulation (EU) 2017/1939 of

### Withdrawal of the prize — Recovery of undue amounts

The awarding authority may withdraw the prize after its award and recover all payments made, if it finds out that:

- false information, fraud or corruption was used to obtain it.
- the prize winners and finalists were not eligible or should have been excluded or
- the prize winners and finalists are in serious breach of their obligations under these Rules of Contest.

## **11. How to submit an application**

All applications must be submitted directly online via the Funding & Tenders Portal Electronic Submission System. Paper applications are NOT accepted.

You can access the Portal [here](#), or by clicking 'Apply now' on the official prize webpage. Submission is a **2-step** process:

### **a) create a user account and register your organisation**

To use the Submission System (the only way to apply), all participants need to [create an EULogin user account](#).

Once you have an EULogin account, you can [register your organisation](#) in the Participant Register. When your registration is finalised, you will receive a 9-digit participant identification code (PIC).

### **b) submit the application**

Access the Electronic Submission System via the Topic page in the [Search Funding & Tenders](#) section.

Submit your application in 3 parts, as follows:

- Part A includes administrative information about the applicant organisations. Fill it in directly online.
- Part B (description of the action) covers the technical content of the application. Download the mandatory word template from the Submission System, fill it in and upload it as a PDF file.
- Annexes (if any; *see section 5*). Upload them as PDF files.

The application must keep to the **page limits** (*see section 5*); excess pages will be disregarded.

Documents must be uploaded to the **right category** in the Submission System otherwise the application might be considered incomplete and thus inadmissible.

The application must be submitted **before the call deadline** (*see section 4*). After this deadline, the system is closed, and applications can no longer be submitted.

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12 October 2017 implementing enhanced cooperation on the establishment of the European Public Prosecutor's Office ('the EPPO') and Article 287 of the Treaty on the Functioning of the EU (TFEU) and Article 257 of EU Financial Regulation 2018/1046.

Once the application is submitted, you will receive a **confirmation e-mail** (with date and time of your application). If you do not receive this confirmation e-mail, it means your application has NOT been submitted. If you believe this is due to a fault in the Submission System, you should immediately file a complaint via the [IT Helpdesk webform](#), explaining the circumstances and attaching a copy of the application (and, if possible, screenshots to show what happened).

Details on processes and procedures are described in the [Online Manual](#). The Online Manual also contains the links to FAQs and detailed instructions regarding the Portal Electronic Exchange System.

## 12. Help

Additional information can be found:

- [Online Manual](#)
- [Portal FAQ](#) (for general questions).

Please also consult the Topic page regularly, since we will use it to publish call updates.

### *Contact*

For individual questions on the Portal Submission System, please contact the [IT Helpdesk](#).

Non-IT related questions should be sent to the following email address: [eacea-sport@ec.europa.eu](mailto:eacea-sport@ec.europa.eu).

Please indicate clearly the reference of the call and topic to which your question relates (*see cover page*).

## 13. Important



### IMPORTANT

- **Don't wait until the end** — Complete your application sufficiently in advance of the deadline to avoid any last minute **technical problems**. Problems due to last minute submissions (*e.g. congestion, etc.*) will be entirely at your risk. Call deadlines can NOT be extended.
- **Consult** the Portal Topic page regularly. We will use it to publish updates and additional information on the call (call updates).
- **Funding & Tenders Portal Electronic Exchange System** — By submitting the application, all applicants **accept** to use the electronic exchange system in accordance with the [Portal Terms & Conditions](#).
- **Registration** — Before submitting the application, all applicants must be registered in the [Participant Register](#). The participant identification code (PIC) (one per applicant) is mandatory for the Application Form.
- **Joint applications** — Joint applications by a group of applicants are admitted. In this case, you must appoint a lead applicant (coordinator) to submit the application and represent you towards the awarding authority. All applicants will be jointly responsible and must all fulfil and respect the conditions set out in these Rules of Contest.
- **No double funding** — There is a strict prohibition of double funding from the EU budget. Applications that have already received an EU prize cannot receive a second prize for the same activities.
- **Resubmission** — Applications may be changed and re-submitted until the deadline for submission. For first past the post prizes with cut-off dates, applications can be changed and re-submitted until the cut-off date; the re-submission may however let you use your position as first in place.
- **Rejection** — By submitting the application, all applicants accept the call conditions set out in these Rules of Contest (and the documents they refer to). Applications that do not comply with all the call conditions will be **rejected**. This applies also to applicants: All applicants need to fulfil the criteria; if any one of them doesn't, they must be replaced or the entire application will be rejected.
- **Cancellation** — The awarding authority may cancel the contest or decide not to award the prize — without any obligation to compensate participants (*e.g. no applications, jury cannot determine winner, winner is not eligible or must be excluded, objectives have already been achieved, etc*). In this case, you will be informed via a call update.
- **Language** — You can submit your application in any official EU language. However, for reasons of efficiency, we strongly advise you to use English. If you need the call documentation in another official EU language, please submit a request within 10 days after call publication (for the contact information, *see section 12*).



- **Transparency** — In accordance with Article 38 of the [EU Financial Regulation](#), information about EU prizes awarded and the winners (name, address and amount awarded) is published each year on the [Europa website](#).

The publication can exceptionally be waived (on reasoned and duly substantiated request), if there is a risk that the disclosure could jeopardise your rights and freedoms under the EU Charter of Fundamental Rights or harm your commercial interests.

- **Data protection** — Any processing of personal data in the context of this prize will be done in accordance with Regulation [2018/1725](#). It will be processed solely for the purpose of evaluating your application (and subsequent management of your prize and, if needed, programme monitoring, evaluation and communication). Details are explained in the [Funding & Tenders Portal Privacy Statement](#).

By submitting the application, all applicants accept that the awarding authority will publish information on the finalists and winners.